



WHTM  
3235 Hoffman Street  
PO BOX 5860  
Harrisburg, PA 17110-5860

## Contract # 199870

### Schedule Dates

10/30/12-11/05/12

### Advertiser

John McNally/State Sen/Rep (16275)

### Agency

Red Maverick Media (5334)

### Product

Political-Political (1088)

### Brand

POLITICAL (2893)

### Salesperson

Berry, Todd (1067)

### Sales Office

CONTINENTAL - Philadelphia

### Buyer Name

MILLS,GAYLE

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate Agency

### Billing Type

Standard

### Comments

MCNALLY/ST SEN/R

JOHN MCNALLY FOR STATE SENATE

Date Entered 10/30/12

Last Modified 10/30/12

Entered By Nicole Heckard

CO-OP No

Headline # ECR08890196

### Demo

Order Type Normal

### Package Deal

Commission % 15.00

### Commission

\$4,173.75

Net Total \$23,651.25

### Sales Tax

WHTM Harrisburg (WHTM)			
By Broadcast Month	Spots	Rate	
Nov. 2012	83	\$27,825.00	
<b>Grand Total:</b>	<b>83</b>	<b>\$27,825.00</b>	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	4:58A- NEWS-ABC27 NEWS DAYBREAK AT 5A	1	1		1	1	2			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		10/30/12
2.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:28A- NEWS-ABC27 NEWS DAYBREAK AT 530A	2			1	1	1			5	\$125.00	\$625.00	WHTM Harrisburg (WHTM)		10/30/12
3.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	6A- 6:30A (EST)	1	1		1	2	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
4.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	6:30A- 7A (EST)	1	1		2	1	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
5.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	7A- ABC-GOOD MORNING AMERICA	2	1		1	1	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
6.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	9A- REGIS & KELLY	2	1		1	1	1			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		10/30/12
7.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	10:58A- ABC-THE VIEW	2	1		1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		10/30/12
7.0.1	Preempt	10/31/12															WHTM Harrisburg (WHTM)	Oversold/Exception -	
7.0.2	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
7.0.3	Preempt	11/01/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
7.0.4	Preempt	11/05/12															WHTM Harrisburg (WHTM)	Pre-Empty/Exception -	
7.0.5	Preempt	11/05/12															WHTM Harrisburg (WHTM)	Oversold/Exception -	

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

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Red Maverick Media  
403 N 2nd Street  
Harrisburg, PA 17101

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Net Total \$23,651.25  
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Nov. 2012	83	\$27,825.00
<b>Grand Total:</b>	<b>83</b>	<b>\$27,825.00</b>

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8.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	12P- NEWS-ABC27 NEWS AT 12P	1	2		1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		10/30/12
9.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	2P- ABC-GENERAL HOSPITAL	1	1		1	1	2			2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
9.0.1	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
9.0.2	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
9.0.3	Preempt	11/01/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
10.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	4:58:31P- 5:30P (EST)	1	2		1	1	1			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)	NEWS	10/30/12
11.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:30P- 5:57:56P (EST)	1	1		1	1	2			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)		10/30/12
12.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:57P- NEWS-ABC27 NEWS AT 6P	1	2		1	1	1			5	\$500.00	\$2,500.00	WHTM Harrisburg (WHTM)		10/30/12
13.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7P- NEWS-ABC27 NEWS SATURDAY AT 7P							2		2	\$200.00	\$400.00	WHTM Harrisburg (WHTM)		10/30/12
14.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:30P- ABC-ABC WORLD NEWS	1			X	X	X				\$600.00		WHTM Harrisburg (WHTM)		10/30/12
14.0.1	Preempt	10/31/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	

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## WHTM Harrisburg (WHTM)

By Broadcast Month Spots Rate

Nov. 2012 83 \$27,825.00

Grand Total: 83 \$27,825.00

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15.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	7P- NEWS-ABC27 NEWS AT 7P		2		1	1	1			5	\$300.00	\$1,500.00	WHTM Harrisburg (WHTM)		10/30/12
16.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6P- NEWS-ABC27 NEWS SUNDAY AT 6P								2	2	\$300.00	\$600.00	WHTM Harrisburg (WHTM)		10/30/12
17.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	11P- 11:35P (EST)		2		1	1	2			8	\$400.00	\$3,200.00	WHTM Harrisburg (WHTM)		10/30/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:30P- NEWS-ABC27 NEWS @ 11PM (LATE RUN)						2			2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
19.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11:30P- NEWS-ABC27 NEWS AT 1130P SUNDAY								2	2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:57P- ABC-DANCING WITH THE STARS		1							1	\$2,500.00	\$2,500.00	WHTM Harrisburg (WHTM)		10/30/12
21.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	7:57P- ABC-DANCING WITH THE STARS RESULTS			1							\$2,500.00		WHTM Harrisburg (WHTM)		10/30/12
21.0.1	Preempt	10/30/12															WHTM Harrisburg (WHTM)	No Avail/Exception -	
22.0	Revised Line / SPOT	11/01/12-11/01/12	3	:30	7:57P- ABC-CMA AWARDS					2							WHTM Harrisburg (WHTM)		10/30/12
22.1	Normal Line / SPOT	11/01/12-11/01/12	1	:30	7:57P- ABC-CMA AWARDS					2				2	\$1,500.00	\$3,000.00	WHTM Harrisburg (WHTM)		10/30/12
23.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	7:57:56P- 9P (EST)				1					1	\$1,200.00	\$1,200.00	WHTM Harrisburg (WHTM)	MIDDLE/NEIGHBORS	10/30/12

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Grand Total: 83 \$27,825.00

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24.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	12:58P- ABC-THE CHEW	2			1	1	1			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		10/30/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3P- KATIE 3P	1	1							1	\$200.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12

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Date:

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Comments:

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**RED MAVERICK MEDIA, LLC**  
403 N 2ND ST FLR 2  
HARRISBURG, PA 17101

PNC Bank, N.A. DAD

1275

80-1275013  
008

10/29/2012

PAY TO THE ORDER OF WHTM

\$ \*\*27,178.75

Twenty-Seven Thousand One Hundred Seventy-Eight and 75/100\*\*\*\*\*

DOLLARS

WHTM  
Paul Roda  
3235 Hoffman Street  
Harrisburg, PA 17110

MEMO

Media Buy - McNally

  
AUTHORIZED SIGNATURE

⑆001275⑆ ⑆031312738⑆ 5113702132⑆

Details on Back

Security Features Included

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <b>WJTM</b>	Date: <b>10/22/12</b>
--------------------------------------	--------------------------

I, Ray Zaborny

being/on behalf of: John McNally

qualified candidate of the Republican

political

party for the office of:

State Senate

in the General

election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

**\$19,375.**

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
-----------------------	-------

I, Roy Zaboney,

being/on behalf of: \_\_\_\_\_

qualified candidate of the Republican political

party for the office of: \_\_\_\_\_

in the General

election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

60-1273/313  
008

1247

PNC Bank, N.A. 040  
Central PA

**RED MAVERICK MEDIA, LLC**  
401 N 2ND ST  
HARRISBURG, PA 17101

10/22/2012

PAY TO THE ORDER OF WHTM \$ \*\*16,468.75

Sixteen Thousand Four Hundred Sixty-Eight and 75/100 \*\*\*\*\*  
DOLLARS

**MEMO**  
WHTM  
Paul Roda  
3235 Hoffman Street  
Harrisburg, PA 17110  
McNally Media Buy

*[Signature]*  
AUTHORIZED SIGNATURE  
MP

**RED MAVERICK MEDIA, LLC**

WHTM  
Date 10/22/2012 Bill Type Reference

Original Amt.  
16,468.75

Balance Due  
16,468.75

10/22/2012  
Discount  
Check Amount

Payment  
16,468.75  
16,468.75

Red Maverick Media L McNally Media Buy

16,468.75

Security Features Included

Details on Back